

Note for Weinstein, Barbara

From: Anton, Mark
Date: Thu, Jan 27, 1994 4:19 PM
Subject: McLane Data Update
To: Fuller, Stuart
Cc: Beran, Dave; Gawronski, Edward; Kennard, Tom; Schwartz, Andrew; Weinstein, Barbara

Stuart:

MSA has confirmed receipt of data from McLane for the additional stores they service. Since matching and coding procedures will take 7-10 more days, we will continue to process the existing data on its normal schedule.

Tentative processing schedule for new store information:

- Preliminary Report on Description of New Stores
(completion by February 1st).
 - Store Counts within each McLane Division by Chain & State, Region, & Section.
- Match new stores to SPACE & process back history for w/e 1/7 & 1/14 (completion during week of February 7th)
- On-Line Access, Aggregate Level Only
(tentatively week of February 7th).

According to data for week ending 1/21, approximately 10,000 new stores including 68 new chain codes were identified. New brand codes are predominately private labels including:

(RJR) - Highway, Pilot, Extra Value, Cimarron, Value Sense, Scotch Buy, & Bargain Buy;

(ATC) - Summit;

(LIG) - Bronson.

Let's set up a meeting next week to discuss the results of the preliminary report we will receive, and any related technical or analytical issues.

Thanks,
Mark

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